

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Aug 2010	Aug 2011	% Change	Aug 2010	Aug 2011	% Change	Aug 2010	Aug 2011	% Change	Aug 2010	Aug 2011	% Change	Aug 2010	Aug 2011	% Change
Apache County	63.5%	66.4%	4.5%	\$82.42	\$85.39	3.6%	\$52.33	\$56.67	8.3%	19,346	20,222	4.5%	30,473	30,473	0.0%
Cochise County	57.6%	49.7%	-13.8%	\$72.75	\$69.33	-4.7%	\$41.92	\$34.45	-17.8%	54,373	46,892	-13.8%	94,364	94,364	0.0%
Coconino County	80.8%	80.8%	0.0%	\$97.77	\$105.61	8.0%	\$78.96	\$85.30	8.0%	273,041	273,085	0.0%	338,086	338,117	0.0%
Gila County	49.6%	45.9%	-7.4%	\$71.63	\$70.31	-1.8%	\$35.54	\$32.29	-9.2%	18,044	16,700	-7.4%	36,363	36,363	0.0%
Graham County	32.7%	40.8%	24.9%	\$68.71	\$69.02	0.4%	\$22.46	\$28.17	25.5%	6,282	7,846	24.9%	19,220	19,220	0.0%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	40.9%	46.6%	14.0%	\$62.62	\$62.64	0.0%	\$25.59	\$29.19	14.0%	7,868	8,969	14.0%	19,251	19,251	0.0%
Maricopa County	43.3%	46.6%	7.6%	\$71.50	\$75.22	5.2%	\$30.97	\$35.07	13.2%	789,955	850,737	7.7%	1,823,730	1,824,722	0.1%
Mohave County	55.3%	58.4%	5.5%	\$61.42	\$62.80	2.2%	\$33.98	\$36.67	7.9%	72,813	77,444	6.4%	131,626	132,649	0.8%
Navajo County	58.0%	56.6%	-2.4%	\$73.13	\$74.06	1.3%	\$42.42	\$41.93	-1.1%	60,185	58,189	-3.3%	103,757	102,765	-1.0%
Pima County	47.9%	48.8%	2.1%	\$72.18	\$73.28	1.5%	\$34.54	\$35.79	3.6%	235,423	240,036	2.0%	491,939	491,474	-0.1%
Pinal County	39.5%	49.6%	25.5%	\$60.42	\$61.86	2.4%	\$23.87	\$30.67	28.5%	24,235	33,937	40.0%	61,349	68,448	11.6%
Santa Cruz County	50.3%	46.9%	-6.8%	\$70.83	\$70.87	0.1%	\$35.66	\$33.25	-6.8%	17,091	15,924	-6.8%	33,945	33,945	0.0%
Yavapai County	55.1%	55.1%	0.0%	\$106.51	\$109.76	3.0%	\$58.71	\$60.49	3.0%	83,245	83,549	0.4%	151,032	151,590	0.4%
Yuma County	44.3%	53.9%	21.5%	\$71.19	\$73.02	2.6%	\$31.56	\$39.33	24.6%	51,345	62,377	21.5%	115,816	115,816	0.0%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change	2010 YTD	2011 YTD	% Change
Apache County	55.7%	57.8%	3.7%	\$76.73	\$78.30	2.0%	\$42.73	\$45.22	5.8%	133,025	137,959	3.7%	238,869	238,869	0.0%
Cochise County	56.9%	56.6%	-0.6%	\$70.24	\$69.88	-0.5%	\$39.97	\$39.54	-1.1%	422,171	418,473	-0.9%	741,993	739,661	-0.3%
Coconino County	67.0%	65.4%	-2.4%	\$86.63	\$91.24	5.3%	\$58.01	\$59.64	2.8%	1,725,162	1,695,196	-1.7%	2,576,233	2,593,253	0.7%
Gila County	52.3%	52.3%	-0.1%	\$70.53	\$68.34	-3.1%	\$36.90	\$35.71	-3.2%	149,115	148,951	-0.1%	285,039	285,039	0.0%
Graham County	33.9%	46.5%	37.1%	\$68.98	\$68.52	-0.7%	\$23.40	\$31.87	36.2%	51,318	70,085	36.6%	151,264	150,660	-0.4%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	50.4%	55.4%	9.9%	\$63.44	\$62.40	-1.5%	\$31.96	\$34.55	8.1%	76,020	83,557	9.9%	150,903	150,903	0.0%
Maricopa County	56.8%	60.5%	6.5%	\$104.30	\$106.96	2.5%	\$59.23	\$64.71	9.2%	8,083,960	8,656,166	7.1%	14,235,115	14,307,731	0.5%
Mohave County	57.8%	60.4%	4.5%	\$61.93	\$62.09	0.2%	\$35.81	\$37.51	4.7%	596,623	628,255	5.3%	1,031,778	1,039,797	0.8%
Navajo County	51.6%	52.6%	2.0%	\$67.40	\$68.06	1.0%	\$34.75	\$35.78	3.0%	419,573	423,462	0.9%	813,782	805,545	-1.0%
Pima County	56.8%	58.3%	2.6%	\$91.22	\$91.10	-0.1%	\$51.84	\$53.10	2.4%	2,202,092	2,256,153	2.5%	3,874,634	3,870,639	-0.1%
Pinal County	48.3%	60.5%	25.4%	\$69.56	\$70.52	1.4%	\$33.58	\$42.67	27.1%	232,117	307,990	32.7%	480,897	509,032	5.9%
Santa Cruz County	50.6%	51.4%	1.8%	\$71.98	\$72.60	0.9%	\$36.39	\$37.35	2.6%	134,515	136,886	1.8%	266,085	266,085	0.0%
Yavapai County	53.9%	55.2%	2.4%	\$111.84	\$115.11	2.9%	\$60.23	\$63.49	5.4%	636,171	654,849	2.9%	1,181,220	1,187,214	0.5%
Yuma County	51.8%	59.7%	15.4%	\$71.90	\$72.28	0.5%	\$37.21	\$43.18	16.0%	469,841	542,344	15.4%	907,848	907,848	0.0%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.